



PATENT APPLICATION
Attorney Docket No. FORT-002-002

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): ROCHE et al.

Appl. No. : 10/789,665

Filed: 02/27/2004

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Confirm. No. : 7553

TC/A.U. : 2168

Examiner: H. Q. Pham

Title: Method and System for Collecting Online Merchandising Data

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Commissioner for Patents
P.O. Box 1450
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**REQUEST FOR RECONSIDERATION AND AMENDMENT AFTER FINAL
PURSUANT TO 37 CFR 1.116**

Sir:

In response to the Final Office Action mailed on June 28, 2007 (the "Final Office Action") in the above-identified application, applicant submits the following Request for Reconsideration and Amendment After Final. The Examiner's review and reconsideration of this application and its claims in light of the following amendments and remarks is respectfully requested.

Please enter
H.P
09/18/07